GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4428
ANSWERED ON:25.08.2005
SELECTION OF NEWSPAPERS FOR ADVERTISEMENTS
Agarwal Shri Dhirendra

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has received complaints regarding favouritism in selecting newspapers by Directorate of Advertising and Visual Publicity (DAVP) for publishing advertisements;

(b) if so, the number of such complaints received during the current year so far;

(c) whether any inquiry has been conducted in this regard;

(d) if so, the outcome thereof; and

(e) the action taken against the erring officials?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & CULTURE (SHRI S. JAIPAL REDDY)

(a): No specific complaints have been received by Directorate of Advertising and Visual Publicity (DAVP) regarding favouritism in selecting newspapers for publishing advertisements in the recent past. However, representations are received from various newspapers/journals for release of more Government advertisements. Print media advertisement activities of DAVP are governed by the Advertisement Policy of the Government of India and Guidelines for Empanelment of Newspapers with DAVP.

The advertisements to the newspapers/ journals are released by DAVP in accordance with the extant instructions, keeping in view the client's requirements, budget, target audience etc.

(b) to (e): Does not arise.